IN THE CLAIMS:

Please amend the claims as follows:

Claim 27. (Once Amended): A method for targeting marketing content to an online user, each content having an associated target profile including at least one market segmentation variable and each online user having an associated user profile including a photographic likeness of the user and including a plurality of data elements, comprising the steps of:

collecting data describing the user in the user profile, the data including responses to context sensitive questions;

comparing the information derived from the associated user's photographic likeness and the context sensitive questions, to the target profile associated with each content; and

presenting the user with content based on the comparison.

Cancel Claim 30 without prejudice to the subject matters thereof.

Claim 31. (Once Amended): The method of Claim 27 wherein the photographic likeness is altered to incorporate a portion of the content into the photographic, likeness for display to the user.